

ORDER



Orders
Order / Rev: 64590
Alt Order #: 09838142
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 19
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: CIA - O

Fox 30 JAX

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: American Rambler Pro
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/R/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	23	\$12,460.00	\$10,591.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$12,460.00	\$10,591.00	0.00
Totals	23	\$12,460.00	\$10,591.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Fox 30 JAX	6%	\$12,460.00
Market	100%	\$207,666.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	22%	\$45,686.67
WJXX	15%	\$31,150.00
WTEV	45%	\$93,450.00
WTLV	12%	\$24,920.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	10/15/12	10/16/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PIMT	-----	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----			2			\$560.00		0.00			
E 2	WAWS	10/10/12	10/12/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI	--WTF--	:30	3	\$560.00	P-2	0.00	NM	3	\$1,680.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--			3			\$560.00		0.00			

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 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 19

Fox 30 JAX

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E 2	WAWS	10/10/12	10/12/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$560.00	P-2	0.00	NM	3	\$1,680.00
	NEWS														
E 3	WAWS	10/15/12	10/16/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	PMT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2			\$300.00			0.00			
E 4	WAWS	10/10/12	10/12/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		3			\$300.00			0.00			
E 5	WAWS	10/15/12	10/16/12	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	PMT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
	2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2			\$200.00			0.00			
E 6	WAWS	10/10/12	10/12/12	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
	2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		3			\$200.00			0.00			
E 7	WAWS	10/13/12	10/13/12	FOX College Prime Game FOX College Prime Game	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
	COLLEGE FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		2			\$950.00			0.00			
E 8	WAWS	10/14/12	10/14/12	Su 11a-12p Su 11a-12p	CM	11:00 AM-12:00 PM	-----S	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
	NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		2			\$120.00			0.00			
E 9	WAWS	10/14/12	10/14/12	NFL 1p Doubleheader NFL 1p Doubleheader	CM	1:00 PM-5:00 PM (1:00 PM-5:00 PM)	-----S	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
	NFL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		2			\$2,200.00			0.00			
E 10	WAWS	10/14/12	10/14/12	Sa-Su 10p-1030p Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM	-----S	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$560.00			0.00			
E 11	WAWS	10/14/12	10/14/12	Action News Sunday/Eye On Action News Sunday/Eye On	CM	10:30 AM-11:00 AM	-----S	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$60.00			0.00			
													Totals	23	\$12,460.00